



# 2026

## STATE OF THE BAGEL

As America's largest bagel shop, baking over 200 million bagels annually, Einstein Bros. Bagels has the inside scoop on bagel lovers' hot takes and bagel behaviors.

Our nationwide survey\* of 1,000 U.S. adults uncovers insights into how Americans really feel about the beloved breakfast staple.

**200 MILLION BAGELS**



**LAID END-TO-END**  
would stretch ~24,000 miles, almost all the way around the Earth

**STACKED FLAT**  
would reach higher than Mt. Everest over 1,000x



### THE BAGEL IS KING

**55%**

Boldly state

**“ BAGELS ARE BETTER THAN DONUTS ”**

## NOTABLE BAGEL HABITS

52%

Declare they eat bagels  
**ANY TIME  
OF DAY**



51%

call their beginning-of-the-week bagel buy  
**"MEAL PREP"**

56%

admit to  
**licking**  
**shmear** directly  
from the knife



## BAGEL DEVOTION RUNS DEEP

When asked what they'd give up for unlimited bagels + shmear access:

36%

give up social media  
scrolling for a week



29%

abandon their daily  
commute playlist



23%

sacrifice sleeping in on  
weekends for 3 months



## BAGEL LOVERS WANT VARIETY

**Sweet vs. Savory Shmear?**  
Choose 1 category for life

**40%** chose **SAVORY** for its versatility

**32%** declared it **IMPOSSIBLE** to answer

**Stranded on a deserted island?**  
Pick your 1 bagel flavor for forever

**33%**

**EVERYTHING BAGELS**

for maximum flavor variety (edging out Plain, our top seller)



## TOP BAGEL FLAVORS NATIONWIDE



Plain



Asiago



Everything



Six Cheese



Cheddar Jalapeño

## TOP SHMEAR FLAVORS NATIONWIDE



Plain



Garden Veggie



Honey Almond



Jalapeño Salsa

\*Methodology: This survey was conducted online among 1,000 U.S. adults ages 18 to 65+. The survey was fielded over December 13–18, 2025. The margin of error for a sample of this size is approximately  $\pm 3.1$  percentage points at the 95% confidence level.

